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February 6, 1998

To: Linda Forrey David Deese
George Moulton Anthony Zecca
Rich Tanchyk Ed Agner
Mike Bothe Joe Williams
All Retail Divisions With Responsibility For Hess Marts, Hess Co-Op's and Hess
West Coast Stores

Chain ID's: 0353-02-01 to 08/0353-03-01 to 08/0920-00-00

Subject: Amerada Hess Display Policies

Charlie Iszard of Hess has requested that we reiterate the following policies regarding permanent and temporary displays:

Retail Partners Program (permanent displays)

- Hess Mart: 32 total brand facings (16 Full Price/8 Doral/8 Signature)
- Hess Co-Op: 32 total brand facings (16 Full Price/8 Doral/8 Signature) Please note that all suction cup displays for Full price Brands must reflect only 16 total facings.
- Hess West Coast (Pick Kwik): 44 total brand facings (16 Full Price/16 Doral/12 Signature)

There should be no exceptions to the above facing requirements. Based on Retail Reps feedback regarding the additional Basic facings, Hess Headquarters will be communicating that information to Philip Morris for handling.

Temporary Displays

- All temporary display programs must first be presented to Hess Division Managers who, must then receive approval from Charlie Iszard. Please copy me on your proposed/approved temporary display program.
- Temporary displays must be on location no longer than 29 days.
- All displays must be cardboard, and have the beginning and ending date placed on the back of the riser card. Suction cup displays should not be used.
- Temporary display program payment checks must be forwarded to my office for payment. A copy of the check should be given to the Hess Division Manager.

Your cooperation with the above guidelines is greatly appreciated. Please call me if you have any questions.

Nick Kuruc

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